

# Five Iconic Chocolates

by Elisa Parhad

## Baci® Perugina®

ITALY

When this beloved Italian chocolate was first introduced in Perugia, Italy, in 1922, it was named "the punch." Its distinct shape—a ball with a knot on top (made by a whole hazelnut atop a soft chocolate center all covered in chocolate)—looked like the knuckle of a fist. Luckily, the company art director had the good sense to rename it a "kiss" (baci in Italian). Baci Chocolates are beloved for their decadent flavor and the love letters found inside each wrapper.



## Ibarra Mexican Chocolate

MEXICO


Ibarra Chocolate is sold as round chocolate discs divided into eight wedges. Two wedges blended with hot milk or water makes a rich Mexican-style hot chocolate, with hints of cinnamon. Some people add a dash of cayenne pepper for a spicy Aztec or Mayan-style version. Hot chocolate drinks are especially popular during Mexican holidays such as El Día de los Muertos (Day of the Dead) and Las Posadas (in the days leading up to Christmas).




## Toblerone

SWITZERLAND

Toblerone is a chocolate bar made in Bern, Switzerland, using high quality milk chocolate, nougat, almonds, and honey. The Toblerone name is a portmanteau (a blending of words) of the company founder's name, Jean Tobler, and the Italian word for honey and almond nougat, *torrone*. The distinctive triangular shape of the bars has lead many to believe it was inspired by the famous Swiss Matterhorn mountain, but according to the family, the shape is simply a coincidence.

 I'd love to visit someday.

 You've never bean?



## L.M.: Le Petit Écolier

FRANCE

In 1850, two French bakers fell in love and incorporated the initials of their last names (L and U) onto their own version of a popular French biscuit, the Petit Beurre. When an artist created a poster for their biscuits showing his son eating a LU-branded Petit Beurre, the biscuits became known as "Le Petit Écolier," or "The Little Schoolboy" biscuits. In 1980, the image was molded onto a piece of chocolate and placed on top of LU biscuits. Not surprisingly, these have become the most popular kind of Petit Beurre, not just in France, but around the globe.



## Reese's Peanut Butter Cups

UNITED STATES



Peanut Butter Cups were created in the basement home of H.B. Reese, who worked at Pennsylvania's Hershey Chocolate company. He left the company in 1928 to manufacture his creation of peanut butter cream inside a molded cup of chocolate. Now made by the Hershey Company, Reese's chocolates are one of the all-time best-selling candy brands in the United States.

